



WA Retail Awards for Customer Service Excellence

Nominations open 5 March 2012

Gala Dinner 19 May 2012

Event overview

The WA Retail Awards for Customer Service Excellence have been established by the Retail Traders' Association of Western Australia to encourage and promote 'Customer Service Excellence' in WA retailing and to celebrate retailers that have set out to achieve this goal.

The RTA encourages the development of retail standards, professionalism and especially customer service standards within the industry. We view the attainment of 'Customer Service Excellence' as the critical factor in the sustainability of the retail industry in WA. The RTA is proud to originate this awards process that provides recognition and a benchmark for the achievement of 'Customer Service Excellence'.

The winner of each category will be announced at a Gala Dinner to be held on the 19 May 2012 at the Pan Pacific Hotel. This event will celebrate winner achievements as well provide the WA retail industry the opportunity to unite once a year to celebrate the dedication, achievements and importance of the industry.

Audience and exposure

The awards and nominations process are set to reach thousands of retailers, making this a unique opportunity to align with the importance of customer service excellence and reach retailers within WA.

In the lead up to the Gala Dinner, strategically planned promotional activities will be undertaken to ensure that the right audience is reached. The marketing activities aligned with the Awards will give your organisation exposure to many of the retail businesses within WA, as well as their employees.

Logo placement within both nomination and Gala Dinner collateral, including invitations, award nomination forms, advertisements and the WA Retail Awards website as well as other sponsorship benefits such as signage and networking opportunities at the Gala Dinner will see your organisation achieve exposure to a targeted audience.

Sponsorship opportunities

There are platinum, gold or award sponsor packages available for the WA Retail Awards for Customer Service Excellence depending on the benefits and level of exposure you would like to receive.

This event is proudly brought to you by:





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Gold sponsorship package (6 available)

For a financial contribution of \$6,600 (incl GST) your organisation will receive the following benefits and exposure, as well as being recognised as one of six gold sponsors for the event:

Sponsor logo inclusion on

- o Hard copy invitations to the Gala Dinner distributed by post to over 2,000 prospects
- o HTML invitations to the event distributed by email to over 2,000 prospects
- o Application forms, and other materials associated with the nomination process for the awards
- o Event poster – all award nominees will be required to prominently display this flyer in recognition of their participation in the Awards as well as for customer recognition and voting purposes.
- o Logo inclusion on all event advertising within:
 - Business Pulse (6,300 CCI and RTA members)
 - Business Bytes (8500 contacts)
 - Over the Counter (Direct RTA contacts)
- o Company mention in event editorial in relevant RTA/CCI publications
- o Acknowledgement in opening and closing speeches on the night

- o Company name presence on online promotion, registration pages, linking to your company website
- o Visual presentation for main stage at the Gala Dinner

Other event exposure

- o One complimentary ticket for a company representative to attend the Gala Dinner – an opportunity to network amongst guests, valued at \$199 each
- o Company employees and corporate guests can attend the Gala Dinner at a 10% discounted rate
- o Short company profile within the event program to be distributed to guests at the Gala Dinner
- o 1x corporate banner displayed in a prominent position near the main stage within the venue for the Gala Dinner

Other benefits and exposure

- o Opportunity to partner with RTA and CCI, highly respected brands in the WA business community
- o Opportunity to reach a targeted audience through the promotional activity organised for the event and networking amongst participants at the event
- o Detailed sponsorship report and corporate gift acknowledging sponsorship support received from your company, at the end of the event
- o First right of refusal to continue your sponsorship of the 2013 event